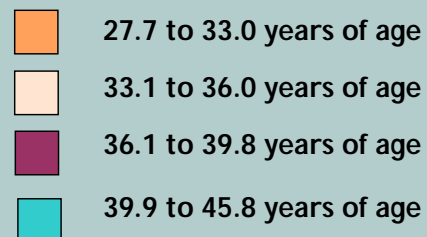
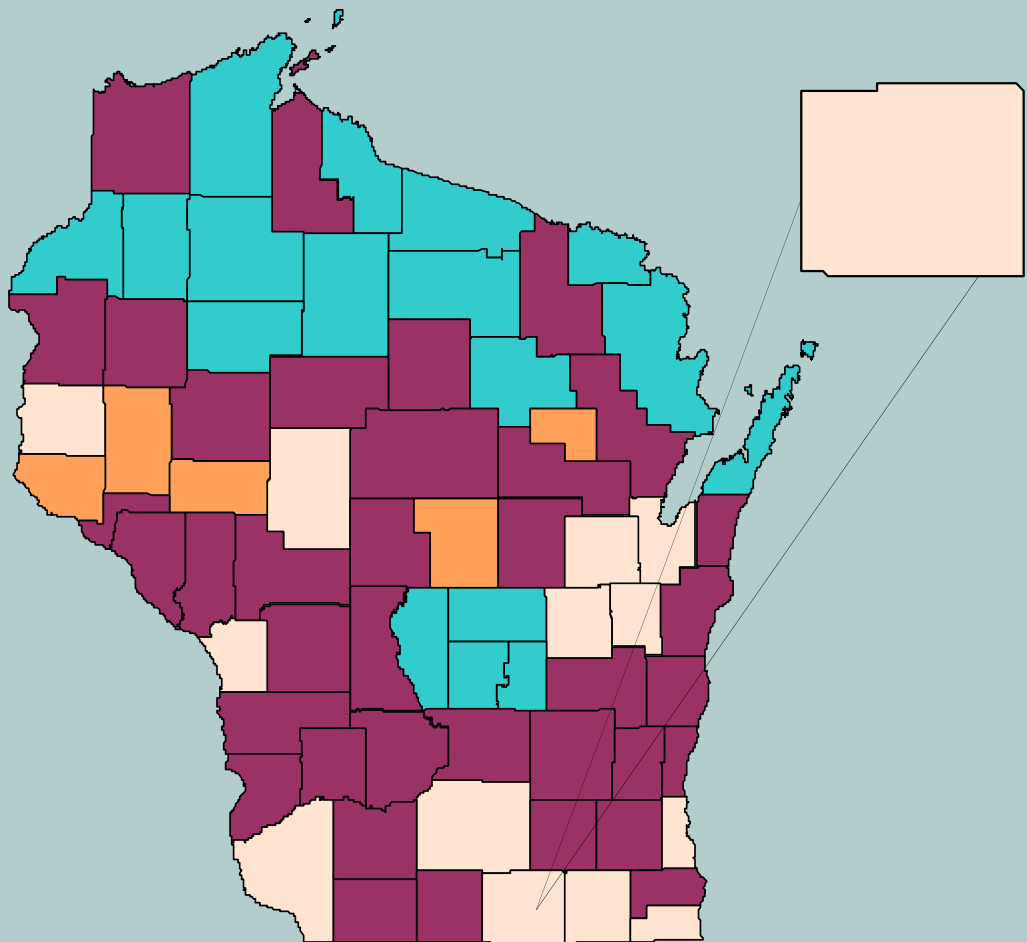


Rock County Workforce Profile

Median Age by County, 2000



Source: Census 2000 of the United States

Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.





County Population

During the first year of the new millennium, Rock County's population increased 0.6 percent, just a bit shy of keeping pace with state and national growth rates. In 2001, the fastest growing municipalities in Rock County were the city of Evansville, and towns of Beloit and Janesville. Population in the county's largest city (Janesville) increased by 283 persons during the course of the year. The population growth pattern in Rock County is indicative of many metropolitan counties; increasing populations in cities and towns surrounding the county's largest city and stagnant or declining populations in the county's central city.

Increases in Rock County's population between the 1990 and 2000 Censuses was strong. The 1990 Census reported Rock County's total population at 139,510. The population total reported for Rock County from Census 2000 was 152,307, an increase of 12,797 and a 9.2 percent growth rate. During the 90s decade the national population grew by 13.1 percent and the state population grew by 9.6 percent.

Some of the fastest growing Rock County municipalities during the 90s decade include; city of Janes-

ville - grew 16 percent, Evansville - grew by 27 percent, and both the city and town of Milton, - where the population grew in each location in excess of 15 percent during the decade.

When looking at population changes at the county level, there are a number of factors that contribute to growth or decline in the county's population. By examining the components of change in the county's population, which include births, deaths, and migration, we see that Rock County's population increases mostly attributable to natural increases in population. Almost 63 percent of the population increase recorded in Rock County in 2001 were a result of the county's birth rate exceeding its death rate. In 2001, 555 new residents were added as a result of the county's birth rate exceeding its death rate and 333 were added due to positive net migration into Rock County.

Rock County, as many Wisconsin Counties, is experiencing an aging resident population. However, while Rock County's median age has been on the rise for several decades now, the county is still 'younger' than surrounding counties and is aging

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Rock County	152,307	153,195	0.6%

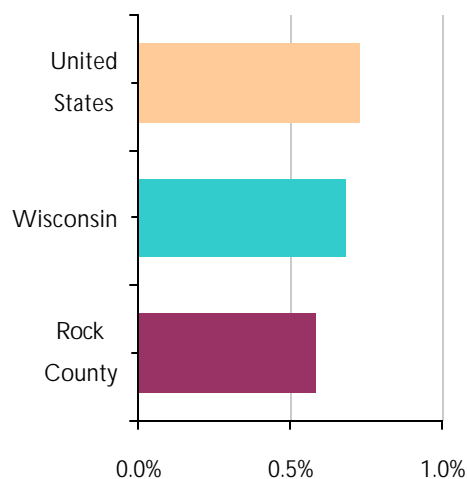
Ten Largest Municipalities

Janesville, City	60,200	60,483	0.5%
Beloit, City	35,775	35,931	0.4%
Beloit, Town	7,038	7,176	2.0%
Milton, City	5,132	5,180	0.9%
Edgerton, City *	4,891	4,908	0.3%
Evansville, City	4,039	4,121	2.0%
Rock, Town	3,338	3,336	-0.1%
Fulton, Town	3,158	3,176	0.6%
Janesville, Town	3,048	3,097	1.6%
Milton, Town	2,844	2,870	0.9%

* Rock portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



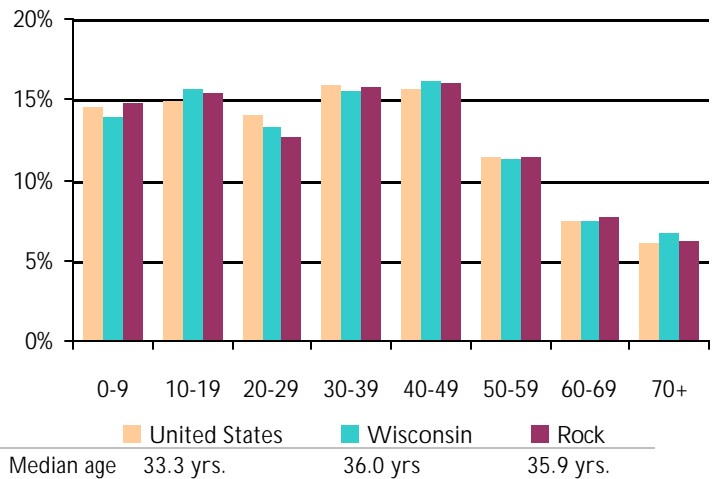


State of Wisconsin - Rock County

slightly slower than the state as a whole. In 1980, the median age of a Rock County resident was 28.9, in 1990 it was 33, and by the year 2000 the median age of a Rock County resident had climbed to 35.9 years old. Rock County's average resident is a tenth of a year younger than the average state resident.

When examining the age cohort charts on the right, one notices that the percentage of the Rock County resident population in the 20-29 year old age cohort makes up a substantially smaller part of Rock County's population than that same cohort does on a state or national level. While Rock County contains several institutes of higher learning, the concentration of higher learning institutes in Rock County is not as high as in Wisconsin Metro areas like La Crosse, Madison, and Eau Claire. This is one of the reasons why Rock County's percentage of person in the 20-29 year old age bracket is lower than in other Wisconsin Metro areas. Rock County enjoys an noticeable increase in population due to its live birth rate, but based on the graph above, has trouble retaining those people in the county once they reach their 20s.

2000 Age Group Comparison

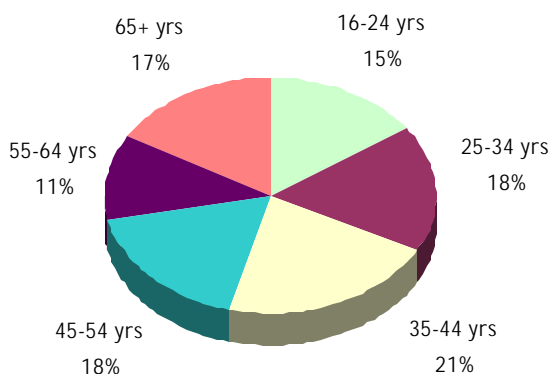


Source: US Department of Commerce, Census Bureau, *Census 2000*

Despite the fact that on a percentage basis, the 10-19 year old age cohort is strong in Rock County, Rock County employers that count on workers aged 16-24 are finding it increasingly difficult to find and retain workers. The Rock County 40-49 age cohort and 50-59 age cohorts will increase their share of county population as the baby boomers continue to age.

County Civilian Labor Force

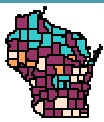
Rock County Labor Force Age Groups



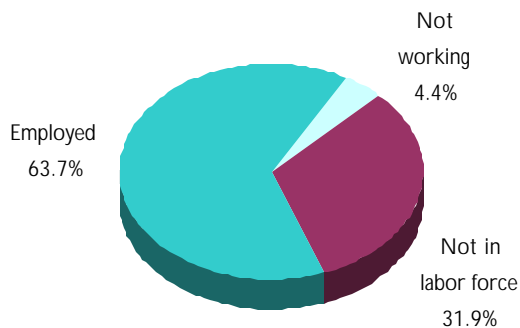
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force is the sum of employed and unemployed persons who are 16 years old and older. (Readers should bear in mind that many people who are not working are not included in the Bureau of Labor Statistics definition of unemployed). The participation rate is the number of total workers in the labor force (those working plus those not working, but activity seeking employment) divided by the total non-institutional population aged 16 years and over. Not all persons aged 16 and over are working or looking for work. Among the reasons for not working are; school attendance, retirement, inability to work, and individuals who do not believe there are any opportunities for them in their labor market. Persons in a prison, mental institution, or nursing homes are not counted as members of the labor

(Continued on page 3)

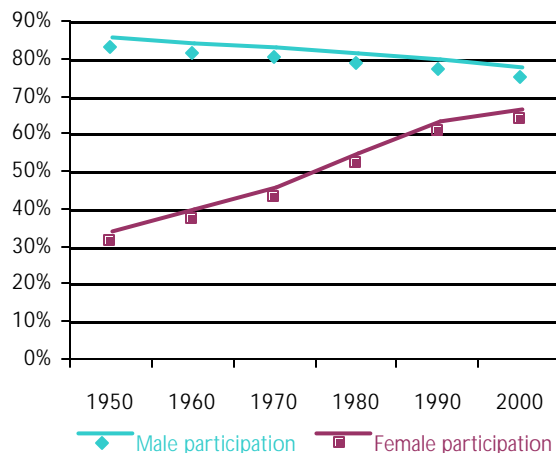


2001 Labor Force Participation



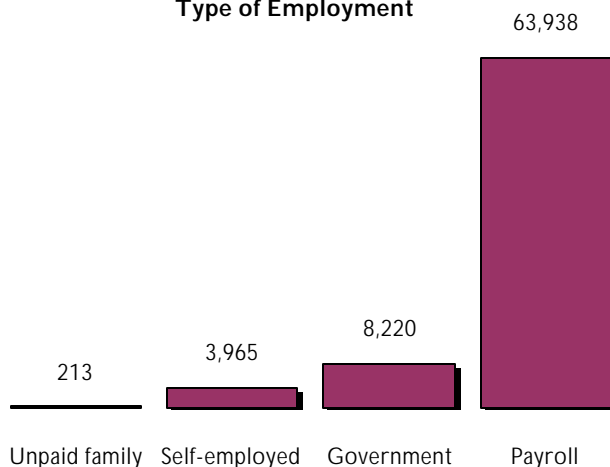
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

force, nor are they counted as unemployed.

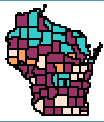
The "participation rate" is the percentage of the total resident population, aged 16 and over, who are working or seeking employment. Many social and economic factors influence the participation rate in a given area. The number one reason for the dramatic shift in the rate during the last 20 years has been caused by the increasing number of females entering the workforce.

In 2001, the participation rate in Rock County was 68.1 percent. Rock County has a slightly higher rate of participation in the workforce than does the nation (67.2). Rock's participation rate is roughly five percent lower than the statewide average participation rate (73.5). Wages in Rock County are approximately two percent higher than the statewide average and sometimes a higher wage earner enables one parent to work-at-home to raise the family, having an effect on participation rates. Rock County had the 45th highest participation rate out of Wisconsin's 72 counties in 2001.

The chart on the left details the male and female labor force participation rate since 1950 in Rock County. This analysis shows two divergent trends. Since 1950, the male labor force participation rate has declined in the county, decreasing by about five percent. This decrease is the result of two economic factors. First, the agriculture sector in the county has experienced significant declines over the past half century, resulting in the closure of a large number of family farms. At the same time, the manufacturing sector, which has traditionally been the dominant source of non-farm employment in the county has declined.

Conversely, the growth in female participation in the labor force has come as a result of a number of social factors which have been discussed in great detail in a variety of media. Additionally, a number of concrete economic factors have led to a growing number of women in the workplace. As a result of job losses in traditional industries in the past thirty years, the number of dual income households in the county have increased significantly. Additionally, over the past decade, the growth of career opportunities in non-traditional, service-based industries

(Continued on page 4)



State of Wisconsin - Rock County

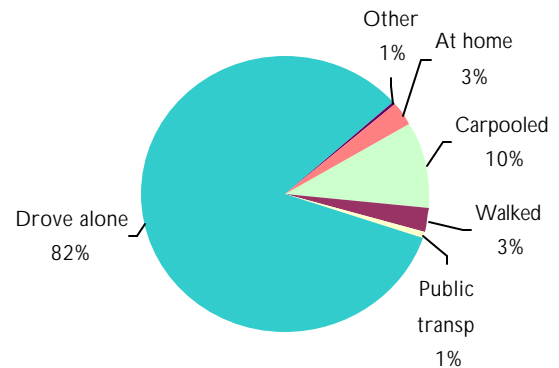
has surpassed the decrease in traditional industries, again drawing more women into the workforce.

Rock County residents are driving to work alone more and carpooling less. In the 1990 Census, 79 percent of Rock County residents drove to work alone and 12 percent carpoolled. According to Census 2000, 82 percent of Rock County residents drove to work alone and 10 percent carpoolled.

The time it takes Rock County residents to get to work is increasing. In 1990, the average Rock County worker took 17.4 minutes to get to work, in the year 2000 that increased to an average commute of 20.3 minutes. Increased job opportunities, decreased carpooling, increased commuting traffic coming from and going to Illinois, and the increasing number of Rock County residents moving outside the cities of Janesville and Beloit then commuting into the city for work are the major reasons for these increasing travel to work times.

On of the last pieces of data released from the Census is destination county commuting data. That is, data on which county residents are driving to

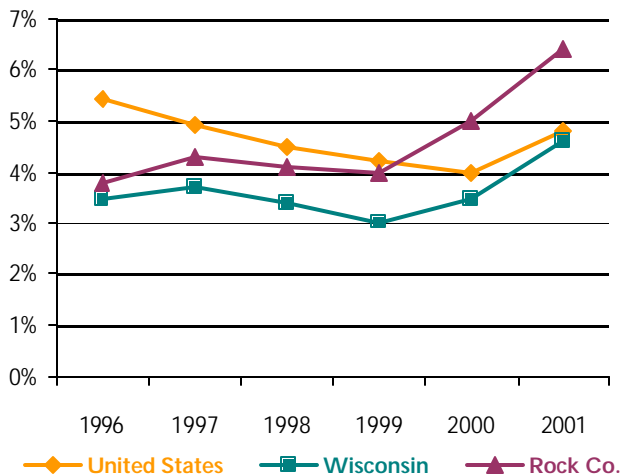
County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

other counties for work and how many workers are staying within their county of residence for work. Destination county commuting data from Census 2000 has not been released yet. Census 2000 data released as of this writing does indicate that 77 percent of Rock County residents work within Rock County. About 14 percent of Rock County residents work in another Wisconsin county and 9 percent of Rock County residents work in a state other than Wisconsin.

Unemployment Rate Comparison



In the 90s decade, Rock County's unemployment rate have declined. In 1995 and 1996, Rock County's annual average unemployment rate was 3.6 and 4.4 percent respectfully. Throughout the middle of the decade, unemployment rates remained low through 1999. Unemployment rates in 2000 and 2001 have increased due to the recent economic slowdown, exasperated by the tragedy in September 2001, but rates remain below rates witnessed in Rock County in the early 1990s. Back in 1991 and 1992, the annual average unemployment rate in Rock County was 12.5 and 8.1 percent respectfully.

Rock County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	79,700	80,800	79,700	77,700	77,900	78,800
Employed	76,600	77,300	76,400	74,600	74,100	73,700
Unemployed	3,040	3,440	3,270	3,100	3,870	5,050
Unemployment Rate	3.8%	4.3%	4.1%	4.0%	5.0%	6.4%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	67,421	69,110	69,819	70,814	70,477	69,469	-1.4%	3.0%
Goods Producing	23,772	23,771	23,441	23,474	22,110	21,067	-4.7%	-11.4%
Construction & Mining	2,669	2,686	2,806	3,130	3,117	3,164	1.5%	18.6%
Manufacturing	21,103	21,085	20,634	20,343	18,994	17,902	-5.7%	-15.2%
Durable	16,365	16,106	15,731	15,380	14,205	13,373	-5.9%	-18.3%
Nondurable	4,738	4,979	4,903	4,964	4,788	4,529	-5.4%	-4.4%
Service Producing	43,649	45,339	46,379	47,340	48,366	48,403	0.1%	10.9%
Transportation, Communications & Utilities	2,402	2,618	2,883	3,128	3,293	3,450	4.8%	43.6%
Total Trade	15,687	16,084	16,260	16,713	16,948	16,868	-0.5%	7.5%
Wholesale	2,859	3,128	3,114	3,141	3,431	3,497	1.9%	22.3%
Retail	12,827	12,956	13,146	13,572	13,517	13,371	-1.1%	4.2%
Finance, Insurance, and Real Estate	1,825	1,860	1,899	1,874	1,930	1,999	3.6%	9.6%
Services & Misc.	15,403	16,333	16,741	16,960	17,369	17,259	-0.6%	12.0%
Total Government	8,333	8,446	8,596	8,665	8,827	8,827	0.0%	5.9%

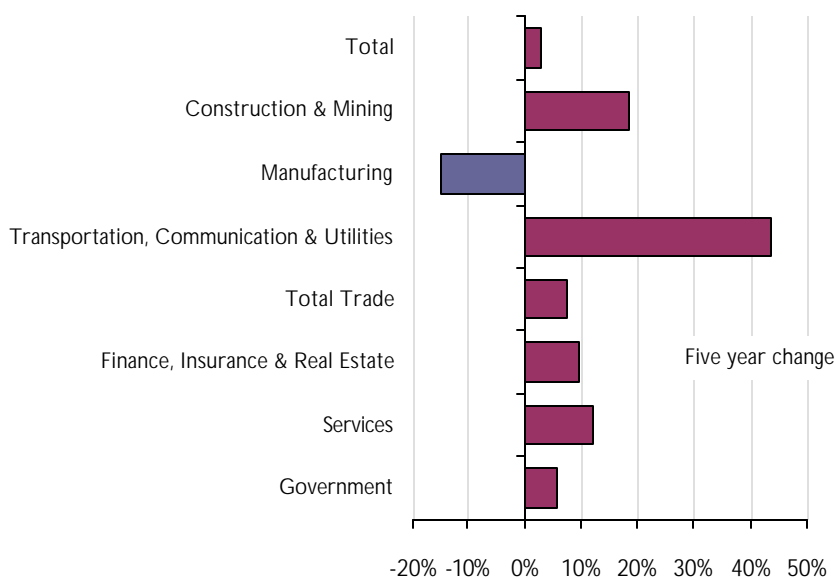
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding farming, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Numerous Rock County residents commute outside the county for work; this is a significant reason

why in 2001, the number of nonfarm jobs in Rock was 4,200 less than the number of employed residents within the county as measured by the Local Areas Unemployment Statistics program.

In Rock County, nonfarm wage and salary employment has increased by 2,050 during the period detailed above. While the transportation (movement of goods), communications, and utilities industry experienced the greatest percentage change in employment during this time period, the numerical growth in employment during this time was a moderate increase of 1,000. The sector that experienced the largest numerical growth during this time was the service industry group, increasing employment by almost 2,000. The health services sector in Rock County is experiencing strong growth, partly fueled by the increasing average age of Rock County and neighboring counties.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



Top 10 Private Employers

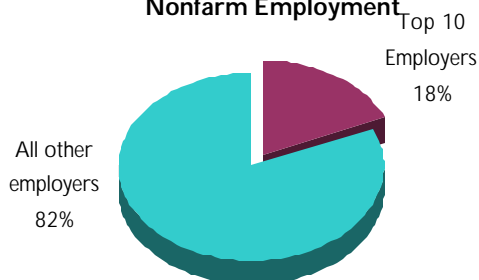
Company	Product or Service	Size
General Motors	Automobile Manufacturing	1000+
Mercy Health System	Health Care Services	1000+
Beloit Memorial Hospital	Health Care Services	500-999
Lear Midwest Automotive	Automotive Parts Manufacturing	500-999
Lab Safety Supply	Miscellaneous Retail	500-999
Ssi Technologies	Automotive Parts Manufacturing	500-999
Frito Lay	Food Manufacturing	500-999
Wal-Mart	General Merchandise Retailer	500-999
Tnt Logistics North America	Over-The-Road Trucking	500-999
Woodmans Food Market	Grocery Retailer	500-999

Top 10 Industry Groups

Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Transportation Equipment	*	*	*	*
Health Services	130	5,812	-50	158
Educational Services	24	5,612	145	646
Eating and Drinking Places	236	4,622	-171	-74
Business Services	135	3,401	-165	812
Executive, Legislative, and General	24	2,866	-51	-70
Industrial Machinery and Equipment	61	2,345	-618	-1,943
Wholesale Trade-Durable Goods	121	2,289	66	390
Miscellaneous Retail	126	2,160	74	269
General Merchandise Stores	*	*	*	*

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

There were a total of 3,263 private sector employers in Rock County as of the 1st quarter of 2001. The top ten private sector employers employ 18 percent of all workers in the county. Four of the top ten employers are involved in manufacturing. Last year, seven of the ten top employers in Rock County were manufacturing. The changing national economy, trending away from manufacturing and toward services is having an effect on Rock County

as well.

Just over half of people working in Rock County work in one of the top ten industries. Roughly 25 percent of people working in Rock County work in one of the top three industries in the county; transportation equipment, health services, and educational services.

(Continued on page 7)



State of Wisconsin - Rock County

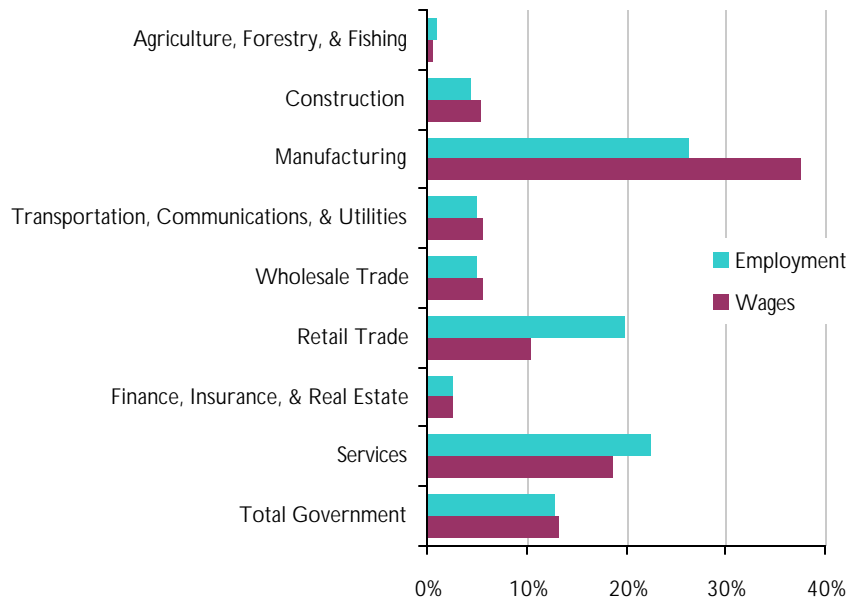
As the charts below demonstrate, the Rock County wage equation is dominated by manufacturing, which accounts for over 38 percent of all wages gained in salaried employment. The differential between the amount of wages gained in this industry and the amount of employment it absorbs can be explained by the domination of larger firms with collective bargaining agreements. The large percentage of manufacturing employment is also a determining factor in raising the annual average wage for all industries above the statewide level in Rock

County.

The FIRE (finance, insurance, and real estate) industry is one of six industries in Rock County that pay wages below the state average. This industry is relatively small in Rock County, and dominated by small establishments, mainly banks and credit unions. Occupations in the FIRE industry in Rock County are characterized by entry-level and part-time work; in most cases, wages paid are below average for the state. Higher paying/higher profile jobs in the FIRE industry are found in corporate headquarters facilities. Most corporate headquarters for Midwest FIRE industry employers are found in larger metropolitan areas such as; Madison, Chicago, Saint Paul, Milwaukee, and Green Bay.

Average wages in Rock County were 102 percent of the state average in 2001, down from 103 percent in 1999 and 110 percent in 1998. The decline in manufacturing employment in Rock County (15 percent decline in the 1996-2001 time period) has reduced manufacturing employment's influence on average annual wages in Rock County.

Employment & Wage Distribution by Industry Division



Annual Average Wage By Industry Division

	Rock Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 31,471	\$ 30,922	101.8%	1.1%	13.1%
Agriculture, Forestry, & Fishing	\$ 21,277	\$ 22,565	94.3%	-0.9%	17.3%
Construction	\$ 38,196	\$ 39,011	97.9%	1.7%	14.7%
Manufacturing	\$ 44,816	\$ 39,739	112.8%	-0.1%	14.7%
Transportation, Communications, & Utilities	\$ 35,304	\$ 36,639	96.4%	0.4%	4.5%
Wholesale Trade	\$ 34,004	\$ 40,521	83.9%	3.6%	10.6%
Retail Trade	\$ 16,454	\$ 14,596	112.7%	3.5%	21.9%
Finance, Insurance, & Real estate	\$ 30,186	\$ 40,933	73.7%	6.2%	22.6%
Services	\$ 26,105	\$ 28,775	90.7%	4.6%	21.9%
Total Government	\$ 32,551	\$ 33,785	96.3%	2.6%	13.7%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*

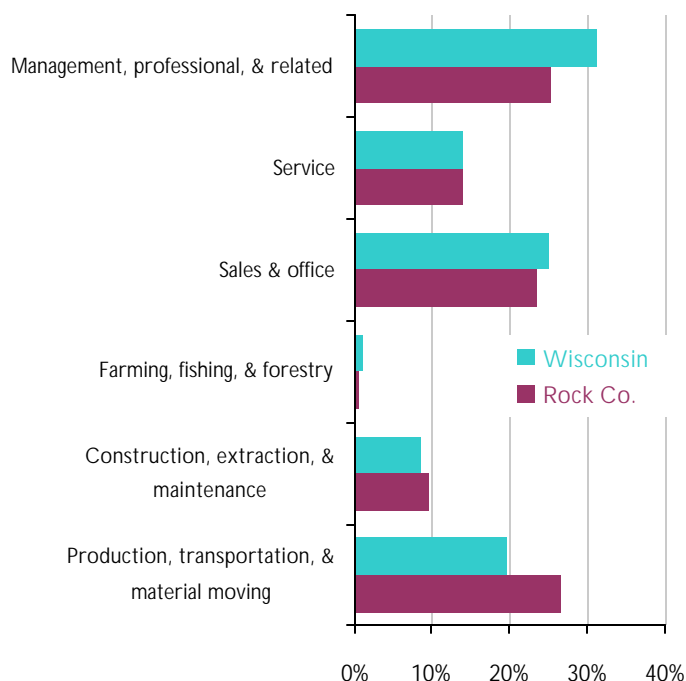


Occupation and Education Characteristics of County Population

Among the number of other characteristics of the Rock County workforce that warrant discussion, two bear a significant impact on the county's economy. Both the distribution of occupational groups in the workforce and the educational attainment of the population restate the traditional focus of the county's industries and economy.

The occupational distribution of the county's working population, as detailed in Census 2000 shows a number of interesting trends. First, as compared to the state, as a whole, Rock County has a significantly higher percentage of workers engaged in production, transportation, and material moving occupations. This group, which represents over a quarter of the working population reflects the significant importance of manufacturing industries in the county. Additionally, a greater percentage of workers are employed in construction, extraction, and maintenance positions in Rock County than in the rest of the state. Conversely, a lesser percentage of workers are engaged in management, professional, sales, office, and service occupations in the county than in the state. However, the growth in service sector industries is reflected in the relatively high percentage of workers in service occupations, whose representation in the county equals the state percentage. It is important to note at this point that these occupations cannot be correlated

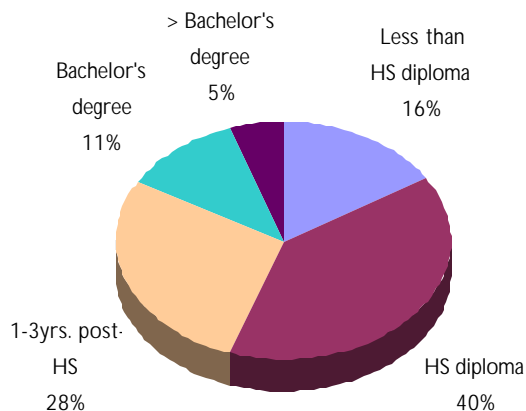
Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

with specific industries. Therefore, any conclusions drawn with respect to industry growth are difficult to make and inexact.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The educational attainment of the Rock County population aged 25 and older is represented in the distribution to the left. The first conclusion to be drawn from this distribution is the high percentage of the population that lists the earning of a high school diploma as their highest level of education. Forty percent of residents 25 and over have a high school diploma as their highest education level, compared with 35 percent statewide. This high percentage is common in areas with a strong concentration in manufacturing. The significant percentage of the population who had completed between one and three years of education following high school, in contrast to those who have earned at least a bachelor's degree, is also typical of an economy with a 'blue collar' focus. The presence of the high number of individuals completing some postsecondary education can be attributed, in part, to the strong technical college system in the state.



County Income Information

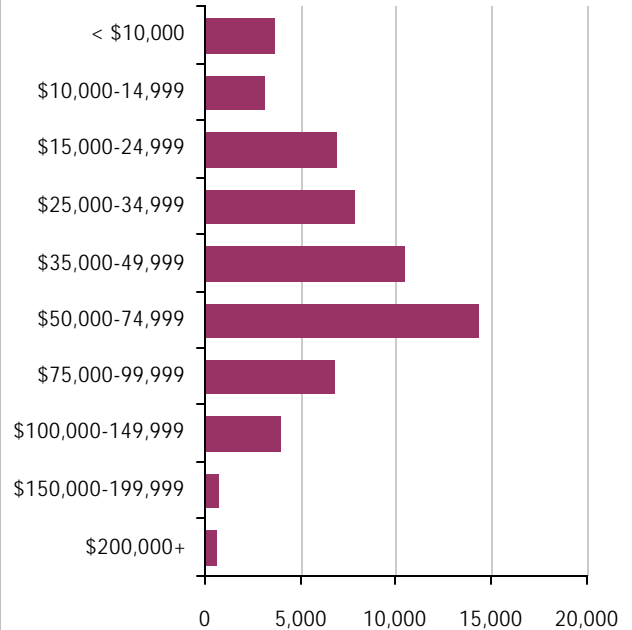
A final critical indicator of the health of the Rock County economy is the income level, or level of economic wealth present in the county. This can be measured through a variety of means. The most popular means is through the calculation of the median household income.

Median household income, detailed on the chart to the right, includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not. Because many households consist of only one person, average household income is usually less than average family income. Mean income is the amount obtained by dividing the total income of a particular statistical universe by the number of units in that universe. Thus, mean household income is obtained by dividing total household income by the total number of households. For the various types of income, the means are based on households having those types of income. According to Census 2000, Rock County median household income was \$45,517; nationally it was \$41,994 and it was \$43,791 at the state level.

Per capita income (PCPI) is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can influence the type of services and hous-

Households by Income Range

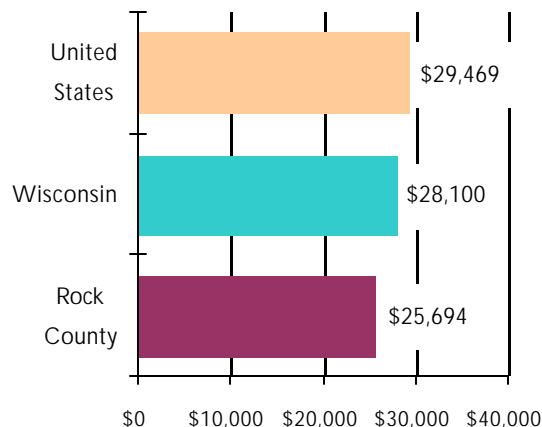
Median household income in Rock Co. \$45,517



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

ing available within a county. In 2000, the PCPI of Rock County was \$25,694, which is lower than either the state or national level.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

